



AGENDA
Northern California Forum
California Regional Economies Project

April 19, 2004
Holiday Inn
1900 Hilltop Drive
Redding, California

10:00 Welcome, Introductions, and Purpose of Forum

*Ginne Mistral, Chair, Business Advisory Council/Anna Brassart, Executive Director,
Shasta Private Industry Council*

*Ed Kawahara, Special Assistant to the Undersecretary, California Labor and
Workforce Development Agency*

10:15 Regional Economy Report: Presentation and Discussion

Jim King, California Regional Economies Project

11:00 Regional Clusters of Opportunity: Presentation, Methodology

John Melville, Collaborative Economics

Panel of Employers

Moderator: Jim King

Panelists:

- *Hiram Oilar, General Manager
Fall River Wild Rice*
- *Gene Mourglea, General Manager
Lake Almanor Resorts*
- *Jon Gregory, President and CEO
Golden Capital Network*
- *Dr. Mark Zetter*

12:30 Lunch Break

1:15 Regional Priorities

*Participants write down reasons for choosing particular cluster(s) for further
profiling, ideas are posted and summarized, with group discussion of results*

1:55 Wrap Up and Next Steps

Ed Kawahara

2:00 Adjourn